

THE CLINICAL TRIAL EXPERIENCE FOR INDUSTRY

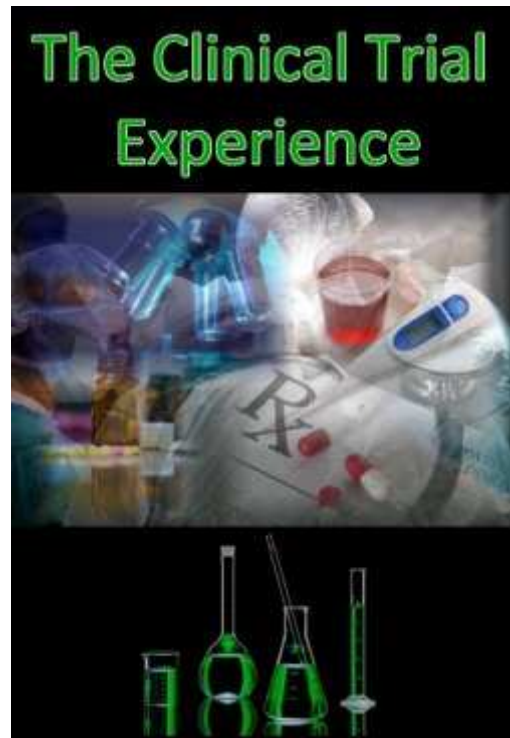
An exciting, creative training experience that uses easy-to-perform, easy-to-understand activities to take you through a clinical trial, from start to finish; from study design to the interpretation of results.

The Clinical Trial Experience helps participants appreciate why good design, careful control and good life skills are essential at all stages of a clinical trial to ensure smooth running and delivery of accurate, meaningful results.

Designed as a hands-on workshop, *The Clinical Trial Experience* lets participants look after their own clinical trial, from start to finish and to interpret the results.

The Clinical Trial Experience can also be delivered as a more formal lecture style presentation.

Content and style of training are tailored to each audience and situation.



Who is it for?

Sales & Marketing Teams, General & Business Managers, Personnel Affiliated to the Clinical Trial Process and New Clinical Trials Staff in the Pharmaceutical Industry

The Clinical Trial Experience and the clinical trials lecture are directly applicable to

- Any personnel for whom knowledge of the clinical trial process will add value to their job/career
- Sales & Marketing teams and personnel who interact with company staff and/or medical personnel involved in clinical trials
- Managers & Business personnel for whom an understanding of the clinical trial process will enable them to make more reasoned and knowledgeable decisions
- Staff allied to, but not directly involved in running clinical trials e.g., clinical trials supplies, administrative staff
- New employees who need to gain a rapid, basic understanding of clinical trials and the clinical trial process

Key benefits of *The Clinical Trial Experience* include

- ✓ Understanding the clinical trial process from design to final results
- ✓ Understanding robust experimental design and control for reliable results
- ✓ Hands-on experience reinforces & expands on theory
- ✓ Improved team, analytical & interpersonal skills
- ✓ Increased sense of achievement



Trainer & Training

The trainer, Dr Stuart Wood, worked in clinical research, training and education in the pharmaceutical industry for more than 18 years and specialises in making complex processes easy to understand by all. Learn more about Stuart at http://training.waywoodenterprises.com/stuart_wood_training.html

'Stuart is a rare individual. His ability to create sense from chaos, to distil clarity of thinking from murky waters and to impart technical knowledge in a way that makes it all seem simple, is a unique gift. His dry humour and ability to view things from a different angle, was of huge value and support to me in my role. Always challenging and thorough in his dissection, Stuart was great to work with and made meetings interesting! Put simply, he is a man many could learn from, pragmatic, human, reflective and passionate about the positive impact of what he does.'

SM : DeMontfort University, Leics.

This flexible training is customized to each audience, can last from 1 hour to 1 day (ca.6 hours) and is conducted in a relaxed, non-threatening atmosphere at a venue of your choice.

Contact & Booking

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